



CITY

OF A HUNDRED CITIES!

City of skyscrapers and bungalows . . . of cathedrals and slums . . . of pushcart markets and the world's most expensive specialty shops . . . of Broadway's milling millions and goldenrod blooming in an open field . . . of panhandlers and Park Avenue . . . of penthouses and salt marsh shacks on stilts . . . of fish boats and truck farms . . . of five-room Colonial cottages and a single apartment development housing 40,000 . . . of Harlem and University Heights . . . Coney Island and Columbia.



New York is a city of contrasts. An amazing, infinite, inspiring, shocking, beautiful, ugly, old, new city of seven million plus. Not so different, perhaps, from Main Street, but so much bigger, its contrasts so much stronger through sheer, overwhelming numbers. It is a city of many cities. And no one who knows but one borough knows New York.

Fifth Avenue, Broadway, Radio City, Greenwich Village, the Bowery, the Battery, Times Square are names that signify New York to multitudes everywhere. But people make a city. And New York's millions are scattered in many neighborhoods—





along the bluffs of Brooklyn Heights and Bay Ridge, in the woods and hills of Riverdale, the quaint sailing settlement of City Island, the flatlands along Jamaica Bay, the fragrant open fields of Bellerose, the ocean colonies of the Rockaway Peninsula, the teeming tenements of the East Side, the cabbage farms of Staten Island, the centuries-old village streets of Tottenville. They live in Throgs Neck, Hell's Kitchen, Greenpoint, Gravesend, Sea Gate, Little Neck, Saint Albans, Mariner's Harbor, Great Kills—neighborhoods that are as old as the Dutch Settlement and as new as rationing.

To many Americans—even to many New Yorkers—Manhattan is New York. Here are the corporation offices, the big banks, the hotels, the railroad terminals, the famous churches, museums, stores. Humanity is thickest in Manhattan. It is packed into apartment houses, tenements, and hotels. Few people own their homes, and those who do are mostly wealthy—or were.

But Manhattan is not New York. Beyond its encompassing rivers most of New York's millions spill over into Brooklyn, Bronx, Queens, and Richmond. Only one city in America outside New York is bigger than Brooklyn. Bronx and Queens hold



millions more. Many of them live in apartments. But New York City has more one and two-family dwellings than any other city in the country. A majority of the people in Queens, a borough bigger than San Francisco and pre-war Washington together, lives in one and two-family houses.

Americans who think of Manhattan as New York may not know that Brooklyn buys more food than Chicago, the Bronx more than Detroit. Food sales in Queens and Los Angeles are almost identical in dollar volume. Even the little borough of Richmond, not much larger than Miami, spends more for food than Bridgeport.

No single section of New York is typically New York. It is a metropolis too vast for exact classification. New York is a city of 116 cities. The joint New York Market Analysis attempts to break down the city into its natural neighborhoods. Each of these cities within a city has its own characteristics of people, origins, incomes, trading habits, mode of living. All are different, but all are New York.

There are little and big cities in this amalgamation, from tiny Travis on Staten Island, with less than 3,000 people, to the multitudinous Lower East Side with 235,000. The name of Brownsville, Brook-

lyn, means little to a manufacturer in Buffalo, but its 200,000 population may buy a lot of his merchandise. Riverdale, in the Bronx, may be unknown in Rochester, but its 22,000 people live on a high standard equalled in few parts of the country.

In preparing this Market Analysis, every census tract in New York City was visited by investigators for the newspapers participating. Basic source for the material is the U. S. Census with complete data furnished by thousands of census tracts. Rentals and home values were checked wherever there was any question. No previous analysis of the market has ever been so thorough or so complete.

No single section is all rich or all poor. The wealthy live beside the humble, and millionaire's mansions back into bleak tenements. Lowest New York rental discovered by investigators was a three-room flat in the Lower East Side for \$12 a month. A few miles distant was a thirty-three room Sutton Place apartment renting for \$18,000 a year. Somewhere in between lives the vast, unspectacular aggregate, the world's wealthiest market.

The purpose of this Market Analysis is to point out the characteristic and significant facts about each section, as a means to better sales planning and more resultful advertising. Use of the maps and the information will aid advertisers in getting from New York the vast volume of sales which only New York can give.

